

MEMORANDUM OF UNDERSTANDING

Between

(State Name) Department of Health Services
(Department, Division)

(State Name) Department of Education
(Department, Division)

(State Name) Department of Food and Agriculture
(Department, Division)

And

(State Name) Department of Social Services
(Department, Division)

This Memorandum of Understanding (MOU) is made and entered into between the **(State)** Department of Health Services (DHS), State Department of Education (DOE), the State Department of Food and Agriculture (DFA), and the **(State)** Department of Social Services (DSS). This agreement establishes a framework for implementing new and enhancing existing coordination efforts to increase the fruit and vegetable consumption to 5 to 9 servings per day for Americans.

(I) PURPOSE

The purpose of this MOU is to establish a general framework for cooperation between DOE, DHS, and DSS. The subject agencies propose to coordinate efforts to promote the *5 a Day for Better Health* Program, to encourage all Americans to eat 5 to 9 servings of fruit and vegetables daily, to create food environments where choosing more fruits and vegetables becomes an easy, appealing choice, and to advance state and local policies that advance these goals. The activities delineated in the following agreement will contribute to the National *5 a Day* Partnership vision by drawing upon the capacity of existing agency programs and partnerships promoting nutrition at the State and local levels, enhancing and expanding intervention delivery channels, and increasing the availability and use of sound data for evaluation purposes. All terms of this MOU support the goals and objectives of each participating agency.

(II) BACKGROUND

The National Cancer Institute and the Produce for Better Health Foundation jointly established and sponsored the *5 a Day for Better Health* Program, a national nutrition education program that encourages all Americans to eat 5 to 9 servings of fruits and vegetables for good health, in accordance with the Dietary Guidelines for Americans and the Food Guide Pyramid. A comprehensive national *5 a Day* program is envisioned whereby Federal and state agencies, non-profit, and for-profit organizations collaborate and share their resources to help Americans improve their health and well being. Together these agencies will work to implement a comprehensive *5 a Day* Program of research and public health activities.

(III) TERMS OF THE MOU

- a. **(State)** DHS will be the lead State Agency for the **(State)** *5 a Day* Program.
- b. **(State)** DHS seeks to expand the **(State)** *5 a Day* Program partnership to include sister State agencies such as DOE, DFA, and DSS.
- c. **(State)** DHS, DOE, DFA, and DSS will meet regularly to plan and coordinate efforts to achieve the overarching goal of increasing fruit and vegetable consumption by individuals in **(State)** to 5 to 9 servings a day.
- d. Management and governance of the activities outlined in this MOU will occur through a team of designated program experts from the participating agencies.

(IV) ASSURANCES

- a. Specific activities that involve the transfer of funds, services, or property among participating parties will require the execution of separate and distinct interagency agreements, contingent upon the availability of appropriate funds. Such subsequent interagency agreements must adhere to all applicable statutes and regulations, including those associated with procurement activities, and must be authorized by appropriate statutory authority.
- b. Each agency shall provide partner agencies sufficient time to review and provide input, as well as comply with agency and departmental clearance policies, prior to publication and dissemination of *5 a Day* Program materials, via any and all media, which include clear references to partner agencies.
- c. No provisions within this MOU shall obligate the expenditure of appropriations by subject parties to enter into any contract or other obligation.
- d. The sole intent of this MOU is to improve the internal management of the executive administration of the **(State)** *5 a Day* Program. This agreement does not create any right, benefit, or trust responsibility, substantive or procedural, enforceable at law or equity by a party against the United States, the State of **(State)**, corresponding agencies and offices, or any individual person.

(V) EXPIRATION

This MOU will commence upon signature and continue for _____ years. This agreement may be modified or extended by mutual written agreement, and may be terminated without cause at any time by any party upon 30 days written notice to the other parties.

(VI) SIGNATORIES

(Name, Title)
(Department, Division)
(State) Department of Health Services

(Name, Title)
(Department, Division)
(State) Department of Education

(Name, Title)
(Department, Division)
(State) Department of Food and Agriculture

(Name, Title)
(Department, Division)
(State) Department of Social Services

Proposed Role and Responsibilities of (State) Department of Education

(State) Department of Education

The **(State)** Department of Education (DOE) will participate in the **(State)** *5 a Day* Partnership to support planning and implementation of activities promoting *5 a Day* messages and effecting positive behavior changes among participants served through the Department's programs. Specifically, DOE will:

- Assign a Senior Nutritionist/Establish an interagency agreement for a Senior Nutrition Education Consultant to foster ongoing linkages between DOE policy and planning and that of other agencies and serve on the state *5 a Day* Coalition or Steering Committee
- Identify potential sources of funding to use as match in other Food and Nutrition Service programs such as the Food Stamp Nutrition Education Program
- Participate in researching, advocating for and implementing measures to promote *5 a Day* through:
 - DOE standards for food, nutrition education, food assistance program participation and physical activity
 - State legislation/legislators
 - Governor's/ First Lady Initiatives
 - Federal legislation and policies (e.g. Child Nutrition Act, Farm Bill)
 - Advocate and fruit and vegetable industry relations
 - Mass communications initiatives to children and parents
 - Reporting progress through use of state and Federal school-based datasets and assessment tools, such as fitness testing, School Health Index, and the Youth Risk Behavior
- Provide local assistance to school districts and county offices of education that advance fruit and vegetable consumption through competitive grants and Food Stamp Nutrition Education and Special Supplemental Nutrition Program for Women, Infants, and Children (WIC) initiatives.
- Promote the inclusion of more fruits and vegetables, increased food assistance program participation, parent outreach and education, streamlined administrative processes and school partnerships, through the following programs:
 - National School Lunch Program
 - National School Breakfast Program
 - After School Snack Program
 - Child Care Food Program
 - Summer Food Service Program
 - The Food Stamp Program
- Explore funding, planning and partnership opportunities through:
 - Specialty Crop Block Grants

- Fruit/vegetable purchasing programs, e.g. Department of Defense Fresh Produce, USDA Commodities
 - School gardens
 - Farmers' market salad bars/ garden bars
 - Farm-to-School and other community-supported agriculture initiatives
 - Food assistance program outreach
 - Vending, school store, etc. projects
- Initiate advocacy and partnership efforts with Assistant Superintendent and Superintendent of DOE and/or individual school districts, State School Board Associations, etc.
 - Advance measures to promote and offer more fruits and vegetables in the State workplace

Proposed Role and Responsibilities of (State) Department of Health Services

(State) Department of Health Services

The **(State)** Department of Health Services (DHS) will provide leadership in the **(State)** *5 a Day* Partnership by convening a statewide coalition/Steering Committee, staffing the development of a state plan, and helping to coordinate the implementation of a comprehensive set of activities promoting the *5 a Day* message and effecting positive behavior changes by the state's residents, as well as among participants served through the Department's programs, and by partners in the non-profit and business sectors. Specifically, DHS will:

- Secure membership of representatives from Departments including, but not limited to Education, Food and Agriculture, Extension Service, and Social Services, for all health and nutrition promotion committees.
- Assign a senior public health professional to staff the coalition/steering committee and foster ongoing linkages with sister state agencies, non-profit and business organizations regarding policy and planning.
- Lead the development and/or ongoing maintenance of the *5 a Day* State Plan to reflect ongoing developments in State activities and the National *5 a Day* Strategic Plan, and to report regularly on its progress
- Initiate, support and refine efforts to provide seamless *5 a Day* campaign activities to the general public and to all target populations in **(State)** through multiple channels, including:
 - Categorical public health programs such as Maternal and Child Health, Chronic Disease Control, and Food and Drug, especially programs funded by CDC and USDA, including comprehensive school health and WIC
 - Medical assistance programs like Medicaid, managed care, and community clinics, as appropriate;
 - Local health departments/Community and Regional efforts
 - Department office(s) of government affairs, policy and advocacy
 - Department office(s) of public information, media, public relations and marketing
 - State survey, surveillance and epidemiology systems
 - If appropriate, the department external relations office(s) including voluntary and professional health organizations, foundations, and fruit and vegetable trade associations, including those of growers, shippers, and sellers, including retailers, farmers' markets, restaurants, food banks, etc.
- Implement and/or refine research and evaluation to assess the progress and impact of State and local *5 a Day* campaign activities. Disseminate results accordingly.
- Integrate *5 a Day* efforts with new or existing State initiatives that focus on:
 - Increasing food security and participation in Federal nutrition assistance programs
 - Increasing physical activity

- Obesity prevention
- Comprehensive healthy eating and active programs
- Coordinate *5 a Day* efforts with the following organizations and projects:
 - Agricultural partners: **(State)** Department of Agriculture, marketing orders, growers' associations, farm bureau federations, specialty crop block grants
 - State partners: Cooperative Extension Service, **(State)** Department of Aging, **(State)** Department of Social Services (e.g. Food Stamp Program, Temporary Assistance for Needy Families), **(State)** Department of Education
 - National Partnership organizations: State affiliates of the American Dietetic Association, American Cancer Society, American Heart Association, American School Foodservice Association, CDC-funded categorical programs, Comprehensive Cancer Centers and Cancer Information Service, National Alliance for Nutrition and Activity, Produce for Better Health Foundation, the Produce Marketing Association, and the United Fresh Fruit and Vegetable Association.
 - Other partners such as the state affiliates of the American Dietetic Association, the American Public Health Association, Food Research and Action Center, National WIC Association, and the Society for Nutrition Education
- Advance measures to promote and offer more fruits and vegetables in the State workplace

Proposed Role and Responsibilities of (State) Department of Food and Agriculture

(State) Department of Food and Agriculture

The **(State)** Department of Food and Agriculture (DFA) will participate in the **(State)** *5 a Day* Partnership to support planning and implementation of activities promoting *5 a Day* messages and effecting positive behavior changes among participants served through the Department's programs. Specifically, DFA will:

- Designate a DFA representative to participate in the state *5 a Day* coalition/steering committee and DOE, DHS, and DSS nutrition promotion committees as appropriate.
- Work with State/local partners and *5 a Day* committees to develop a Marketing Program that targets two audiences, the consumer and the retailer. Program strategies may include the following:
 - Marketing Campaign: image/visual/message development, formative research on messages/materials, retailer research on implementation
 - Promotional Activities: identify and meet with retail partners to launch *5 a Day* campaign(s) in one or more retailer chains/establishments
 - Public Relations: identify key target audience; develop, implement and evaluate targeting strategies; potential promotion outlets include State/community fairs and exhibitions, consumer websites
 - Networking and Partnership: promote marketing campaign components among additional public and private partners
 - Evaluation: establish specific evaluative criteria for program operation, e.g. effective program adoption, rollout, general consumer engagement, product movement, program sustainability, consumption patterns of target population
- Explore funding and/or implementation options for Chef Training Program which may entail the following activities:
 - Develop program of activities, workshops and materials to conduct chef training on ways to prepare, serve and market produce items for clients
 - Attend or exhibit at two or more chef events specifically for restaurants in **(State)**.
 - Market *5 a Day* campaign(s) to two or more culinary schools nationwide
 - Work with 10 or more key restaurant chains or establishments, at least 5 of which are located throughout **(State)** to encourage increased inclusion of fruits and vegetables on menus
 - Design short-term and long-term evaluation plan for Chef Training Program and present evaluative data and information to stakeholders
- Explore funding and/or implementation options for School Salad Bar Training Program which may entail the following activities:
 - Develop or tailor an existing "How To" training module on steps for implementing sustainable salad bars in **(State)** K-6 schools

- Work with DOE to identify and learn state specific requirements for **(State)** School Salad Bar Program
- Work with key local produce distributor(s) to prepare for pilot project launch and steps for initiating a sustainable relationship with schools
- Establish two pilot School Salad Bar Program sites in **(State)**, subject to approval by **(State)** DFA and DOE
- Design evaluation plan to measure impact of pilot salad bar programs
- Conduct public relations efforts with media and State/local partners to promote implementation of salad bar program and increase support among **(State)** school districts
- Develop packages of seasonal, culturally sensitive, age-appropriate *5 a Day* marketing materials for use by salad bar programs, monthly school meal menus, and for parents and teachers
- Submit request to train school foodservice managers about salad bar implementation at one or more **(State)** School Food Service Association meetings
- Present pilot program data and information to stakeholders
- Identify and conduct training sessions with key produce distributors in **(State)** to encourage ongoing work with local school districts in **(State)**
- Initiate and/or support efforts at the community, organizational and policy levels:
 - Lend program and/or financial support for “Ag-in-the-Classroom” programs, gleaning projects, Community Supported Agriculture
 - As appropriate, advocate for sustainable Federal /State agriculture, nutrition and food policies
- Advance measures to promote and offer more fruits and vegetables in the State workplace

Proposed Role and Responsibilities of (State) Department of Social Services

(State) Department of Social Services

The **(State)** Department of Social Services (DSS) will participate in the **(State)** *5 a Day* Partnership to support planning and implementation of activities promoting the *5 a Day* message and effecting positive behavior changes among participants served through the Department's programs. Specifically, DSS will:

- Designate a DSS representative to participate in the state *5 a Day* coalition/steering committee
- Designate a DSS representative to participate in DOE and DHS health promotion committees targeting participants of DSS programs
- Support efforts to ensure that the state's farmers' markets are able to redeem Electronic Benefits Transfers in the Food Stamp Program
- Assure that the Food Stamp application and supportive nutrition education messages and materials carry the *5 a Day* message
- Solicit participation of DOE and DHS representatives in DSS outreach initiatives to integrate nutrition, including *5 a Day*, messages into existing or new efforts to increase participation in food assistance programs
- Support efforts to monitor the effects of food assistance and nutrition programs on fruit and vegetable consumption among program participants
- Assist partner agencies in identifying DSS target populations and communities that are vulnerable to food insecurity and would benefit from efforts to improve fruit and vegetable consumption (e.g. farmers' markets, food selection at retail sites)
- Encourage and provide assistance to local social services offices and agencies with an interest in promoting *5 a Day* messages as a component of health and wellness programs for clients
- Incorporate *5 a Day* provisions into regulations, standards, training and enforcement activities for licensed facilities such as day care centers, group homes, and other non-health entities
- Advance measures to promote and offer more fruits and vegetables in the State workplace